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COMMUNICATION FOR TECHNOLOGY TRANSFER IN AGRICULTURE PROJECT
(AID/S&T 936-5826)

CTTA
MONTHLY PROGRESS REPORT
MARCH 1987

This report summarizes the activities and plans completed during this period. Contributors include:

PRIME CONTRACTOR:

Academy for Educational Development

SUBCONTRACTORS:

Cornell University's College of Agriculture and Life
Sciences

Applied Communication Technology, Inc.

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HIGHLIGHTS

Dr. Orlando Hernandez was named ACT long-term evaluation specialist to the Honduras pilot project, and Dr. Shakir Hussein was named Home Office ACT research associate, with responsibilities for CTTA evaluations.

K. Byrnes spent one week in Peru working with J. Mata to develop office and financial management procedures for the Peru Field Office.

Developmental investigation data were collected in Peru during group interviews and in 250 individual interviews with farmers and farm families.

Dr. David Thurston, Cornell University, visited FHIA to help the Communication Division establish a network of relevant scientists, technicians, and institutions and evaluate areas and topics for which FHIA might produce agricultural messages for specific audiences.

"New Communication Technology Transfer Project Underway in Honduras and Peru," by W. Ward, was published in the Cornell University International Agriculture Program Newsletter.

COUNTRY ACTIVITIES AND STATUS

HONDURAS

MNR:

Dr. Orlando Hernandez was named ACT long-term evaluation specialist to the Honduras pilot project. He will begin work with CTTA on 1 April.

M. Munoz completed a first draft Integrated Action Plan for the Comayagua Pilot Project.

Munoz accompanied M. Bueso, MNR director of communications on a tour of four regional extension sites during which they developed an inventory of human, physical, and equipment resources for communication activity, analyzed their communication capacities and programs, and described to them activities of the Honduras CTTA pilot project.

FHIA:

An Integrated Action Plan for September 1986 - October 1987 was completed. It describes FHIA communication objectives, the organizational structure of the Communication Division, and FHIA's communication strategy, and identifies for the period plans for facilities improvement and short-term technical assistance.

Dr. David Thurston, Cornell University, visited FHIA for one week. He discussed with scientists their urgent publication needs and recommended that publications be given major priority within the Communication Division. In cooperation with the scientists, he identified nine important publications that should be produced.

Thurston also reviewed research areas and topics and suggested ways of broadening FHIA's scientific networks.

The Spanish edition of the 1985 FHIA Annual Report was published, the English edition is scheduled for publication in August, and the 1986 Annual Report is expected in November.

PERU

K. Byrnes spent one week in Peru working with J. Mata to develop office and financial management procedures for the Peru Field Office, met with representatives of USAID/Lima, INIPA, and INIPA/OCT to discuss project activity in Huaraz, review and finalize communication equipment procurement lists, and review Peru pilot project financial status.

Developmental investigation data collected by J. Mata and M. Cruz in group interviews and in 250 individual interviews with farmers

and farm families in Huaraz were coded and sent to ACT for computer analysis.

D. Foote and S. Hussein developed preliminary plans for summative evaluation in Peru and for an April trip to Peru to assist M. Cruz in designing and conducting a baseline survey of the pilot project area.

J. Mata trained INIPA Office of Technical Communication personnel in the CTTA communication process.

SITE DEVELOPMENT

INDONESIA:

Arrangements were made for Ray and Tout to travel to Indonesia in mid-April to develop scopes of work for long-term advisors and an implementation plan for CTTA Project activity.

JORDAN:

Arrangements were finalized for fielding a three-person site development team in Jordan for three weeks in April. The team will consist of E. Abbott, Iowa State University; G. Abawi, Cornell University; and J. Woods, INTERPAKS.

Potential field director candidates for Indonesia and Jordan were screened and interviewed.

HOME OFFICE ACTIVITIES AND STATUS

ACADEMY FOR EDUCATIONAL DEVELOPMENT

A series of briefings on CTTA activities were held at AID/Washington. Among those briefed were Christopher Russell, AID/S&T/HR; David Sprague, AID/S&T/ED; John Grayzel, AID/S&T/RD/RI, Jerry Cashion, AFR/DP; Charles Uphaus, AID/S&T/ANE; and Eric Chetwynd, AID/S&T/RD.

H. Ray spent two days at Cornell University briefing CTTA subcontractor staff on status of the Honduras and Peru pilot projects and on site development plans for Indonesia, Jordan, and Ecuador.

A CTTA Project computerized consultant tracking system was finalized and implemented.

H. Ray prepared a detailed guide for CTTA site development teams. The guide describes CTTA Project flexibility, how to write project implementation plans and letters of understanding, and how to prepare implementation budgets.

APPLIED COMMUNICATION TECHNOLOGY, INC. (ACT)

On 15 February, ACT employed Dr. Shakir Hussein as home office evaluation backstop for the Honduras and Peru Pilot Projects. Before moving to Menlo Park, Hussein collected from the Cornell University library documents pertaining to Honduran and Peruvian agriculture and agricultural communication in developing countries. Hussein moved to Menlo Park on 16 March and began preparing for trips to Peru and Honduras.

D. Foote and Hussein developed a preliminary framework for summative evaluations in Honduras, Peru, and other CTTA pilot projects.

CORNELL UNIVERSITY

R. Colle and Ward reviewed the CTTA Project Manual and suggested revisions to strengthen the Manual, including changing the sequence of chapters, increasing the consistency of terminology, reducing jargon, adding a glossary, and adding more "how-to" material.

Arrangements were made for Dr. George Abawi to participate as a member of the CTTA Jordan Site Development team.

PERSONNEL AND TRAVEL

Kathryn A. Fyrnes	CTTA, Peru	28 Feb-9 Mar
Howard E. Ray	Cornell University	17-18 Feb
Shakir Hussein	ACT, Menlo Park	16 Mar, continuing
H. David Thurston	FHIA, Honduras	22-28 Mar
Eric A. Abbott	USAID/Amman	28 Mar ...
Howard E. Ray	CTTA, Honduras	29 Mar ...
Dennis R. Foote	CTTA, Peru	30 Mar ...
Shakir Hussein	CTTA, Peru	30 Mar ...

ADMINISTRATION AND MANAGEMENT

Byrnes attended Lotus and Telecommunication training courses, and Baraheni attended NBI training.

PENDING OR UNRESOLVED ISSUES

Lack of an approved Government of Honduras budget for the MNR Communication Department continues to hamper overall department- and CTTA Project-related activity.

Resolution of issues relating to J. Cano's present position as Senior Communication Advisor and Acting Director of the FHIA Communication Division remains to be accomplished.

ACTIVITIES FOR APRIL 1987

E. Abbott, G. Abawi, and J. Woods travel to Jordan to study possible CTTA site development options.

D. Foote and S. Hussein travel to Peru and Honduras to initiate baseline studies for CTTA pilot project sites.

H. Ray and E. Tout travel to Indonesia to develop scopes of work and a CTTA Project implementation plan for activity.

K. Byrnes will represent CTTA at a geography meeting in Portland, OR.

Ray and Tout will complete papers for presentation at the ASUDIAP and ACE annual meetings.

Radio communication interventions are tentatively scheduled to begin in Peru.

A draft CTTA Peru Integrated Action Plan will be completed.

REPORTS AND DOCUMENTS PREPARED

Peru Trip Report; K. Byrnes

Honduras Trip Report; D. Thurston

First CTTA International Workshop Report

Kansas State University Farming Systems Symposium Trip Report,
E. Tout

February Monthly Report

Communicating With Farmers: Transferring New Technologies, A.
Meyer, H. Ray, S. Saunders (for Development International)

New Communication-Technology Transfer Project Underway in Honduras
and Peru, W. Ward (for Cornell University International Agri-
culture Program Newsletter)